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Southwest Airlines and Hispanic Association of Colleges and Universities Announce College Students Selected for Travel Program

Southwest Airlines Provides Travel Awards to Hispanic Students to Pursue their Educational Goals

DALLAS, Aug. 15, 2011 /PRNewswire/ -- [Southwest Airlines](#), (NYSE: LUV), in conjunction with the Hispanic Association of Colleges and Universities (HACU), today announced students selected in its annual "Lanzate/Take Off" Education Travel Award program. Applications for this year's program, the theme of which is "Dandole Alas a Tu Exito/Giving Flight to Your Success," began in April. More than 500 students from across the nation completed online entries and submitted essays about how the travel award would help them achieve their goal to pursue higher education.

The students were selected after intensive evaluation by a panel of judges comprised of college professors and education advocates from across the country. These awards provide students with tickets to be used by them or members of their immediate families for travel among colleges and universities located near any of the 72 airports Southwest Airlines serves.

"The Lanzate travel program, now in its seventh year, has helped give flight to hundreds of students' higher education dreams," said HACU President and CEO Antonio R. Flores. "As HACU celebrates its 25th Anniversary we are proud of our partnership with Southwest Airlines that has made it possible for college students to set some time aside from their studies to visit with loved ones. These travel awards are especially ideal for students with hometowns far away from their institutions. Through the Lanzate travel program, HACU and Southwest Airlines have inspired students to reach for their dreams while staying connected to their roots."

With more than 5,000 applicants in the last six years, "Lanzate/Take Off" is a proven successful educational program that serves underprivileged Hispanic students, providing free travel for them and their families to maximize their potential and create opportunities for growth. To see the complete list of students visit:

<http://www.hacu.net/images/hacu/development/Lanzate/2011Lanzate/SWATravelAwardProgram-2011RecipientsList.pdf>

"The Lanzate travel award is more than a travel ticket, it might be the only way these students will see their parents during a school break or graduation. It keeps the family bond strong, which in many cases determines if the student finishes school," said Christine Ortega, Southwest Airlines Manager of Community Affairs & Grassroots. "It takes a strong, committed partner like HACU to create such a successful program. Together we've created a program that serves as a bridge for success."

ABOUT HACU

The Hispanic Association of Colleges and Universities (HACU) with national headquarters in San Antonio, Texas, represents approximately 450 colleges and universities, including Hispanic-Serving Institutions (HSIs), which collectively serve two-thirds of all Hispanic higher education students in the United States and Puerto Rico.

ABOUT SOUTHWEST AIRLINES

In its 40th year of service, Southwest Airlines continues to differentiate itself from other low-fare carriers--offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded and has recently acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 72 cities in 37 states and is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,400 flights a day and has more than 35,000 Employees systemwide.

SOURCE Southwest Airlines